## Remarks/Arguments:

Claims 1-42 stand rejected.

## Drawings

Applicants respectfully submit that in the previous response to the Office Action, Applicants submitted formal drawings. If these formal drawings are still missing, Applicants will submit another set of formal drawings.

## Section 103 Rejections

Claims 1-42 have been rejected as being obvious in view of Ebisawa. Applicants respectfully submit that this rejection is overcome for the reasons set forth below.

Claim 39 includes features which are not suggested by the cited reference. More specifically, claim 39 recites that the user has a **separate storage medium located at the user's location**. Furthermore, claim 39 recites the following additional steps:

- (a)    receiving sets of advertisement data and program data from a digital television broadcasting station;

- (b)    storing <u>separate</u> sets of advertisement data in the <u>user's separate storage medium, prior to receiving the sets of advertisement data</u> in step **(a);**

- (c)    **after storing the separate sets of advertisement data in the user's storage medium**, selectively synthesizing the program data received in step (a) with portions of the **separate** sets of advertisement data stored in step (b). . .

As discussed with the Examiner during an Interview conducted on December 10, 2004, Applicants' invention, as recited in step (b), includes **separate sets of advertisement data** that are stored in the user's separate storage medium, **prior** to receiving the sets of

advertisement data from the broadcasting station. Applicants respectfully submit that claim 39 recites that the advertisement data is stored in the user's storage medium, prior to receiving advertisement data from a television broadcasting station. In other words, **advertisement data is <u>first</u> stored in the user's storage medium and then, or <u>subsequently</u>, the user receives a television program that also includes other sets of advertisement data** from a broadcasting station.

The invention advantageously allows the user to purchase a system at a reduced cost, because the user has permitted sets of advertisement data to be separately stored in the user's storage medium. The user purchases this system at a reduced cost, takes it home and, subsequently, turns the system on to view television programs and other advertisement data. The system selectively synthesizes the program data received from the broadcasting station with portions of the sets of advertisement data, <u>previously</u> stored in the user's separate storage medium.

Ebisawa discloses a video data receiving apparatus that receives video data and advertisement data. As shown in Fig. 4 of Ebisawa, the advertisement data from the broadcasting station is received and stored in unit 207. The user then selectively synthesizes the stored advertisement data with the program data, **both having been received from the television broadcasting station**.

Ebisawa, however, does **not** disclose storing separate sets of advertisement data in the user's separate storage medium, **<u>prior</u> to receiving the sets of advertisement data in step (a),** wherein step (a) recites that other sets of advertisement data and program data are received from a television broadcasting station. Furthermore, Ebisawa does **not** disclose selectively synthesizing the program data with portions of the separate sets of advertisement data, which have **<u>previously</u> been stored** in the user's storage medium.

<div align="center">

**Amended Claim 42**

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Claim 42, which depends from claim 39, has now been amended to recite the following features:

- step (b) includes **storing, at a location separate from the user's location**, the separate sets of advertisement data in the user's separate storage medium; and **subsequently, <u>placing</u> the user's separate storage medium at the user's location**;

- step (a) includes receiving the sets of advertisement data and program data at the user's location, **after the <u>placing</u> of the user's separate storage medium in step (b)**.

Amended claim 42 now recites that the advertisement data is stored in the user's storage medium at a location that is separate from the user's normal location. In other words, the advertisement data is stored at a location other than the user's home, for example. Amended claim 42 further recites that after storing the sets of advertisement data in the user's storage medium, the user's storage medium is subsequently placed at the user's location. Furthermore, amended claim 42 recites that the other sets of advertisement data and program data, which are received from the television broadcasting station, are received at the user's location.

Amended claim 39 now explicitly sets forth "a timing sequence", in which (a) advertisement data is stored in a user's system, next (b) the user's system is placed at the user's location (for example, home), next (c) the system receives program data and advertisement data from the television broadcasting station, and finally (d) the system selectively synthesizes the program data, the advertisement data received from the broadcasting station, and the other advertisement data that was previously stored in the system at a different location.

It is respectfully submitted that the sequence of events, explicitly recited in amended claim 42, are not suggested by Ebisawa. Applicants submit that Ebisawa discloses a system that receives program data and advertisement data from a television broadcasting station; next, the user decides how to interleave the advertisement data with the program data. There is **no** suggestion of receiving and storing advertisement data **at a location other than the user's location (a store, for example)**. There is **no** suggestion of **moving, or placing the system at the user's location and, subsequently, receiving program data and other advertisement data from the television broadcasting station**.

Favorable reconsideration is requested for amended claim 42.

## Amended Claims 1 and 2

Although not the same, claims 1 and 2 have been amended to include features similar to amended claim 42. Amended claims 1 and 2 are, therefore, not subject to rejection in view of the cited reference for the same reasons set forth for amended claim 42. Favorable reconsideration is requested.

Dependent claims 3-38 depend from amended claims 1 and 2, and dependent claims 40 and 41 depend from amended claim 39. These claims are, therefore, not subject to rejection in view of the cited reference for at least the same reasons set forth for amended claim 39.
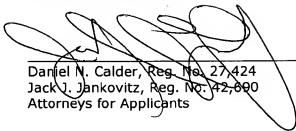
## Official Notice

At page 5 of the Office Action, the Examiner has taken Official Notice of various elements of claims 3, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 36, and 37. If the Examiner wishes to rely on Official Notice, Applicants respectfully request that the Examiner provide evidence in the form of an Affidavit or additional prior art.

## Conclusion

Claims 1-42 are in condition for allowance.

Respectfully submitted,

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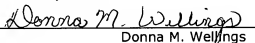Attorneys for Applicants

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The Commissioner for Patents is hereby authorized to charge payment to Deposit Account No. **18-0350** of any fees associated with this communication.

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Donna M. Wellings

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